

New Order

Agency: Crossroads Media LLC **Station:** WJLA-TV **Flight Start:** 11/10/2011
Office: Alexandria **Order Type:** Normal **Flight End:** 11/16/2011
Client: 12 - CrossroadsGPS **Cancel Date:** **Hiatus:**
Product: 11 - Crossroads GPS **Billing Cycle:** Monthly
Piggyback Product: **Billing Calendar:** Broadcast
Estimate: 226 - Crossroads GPS VA TV 11.10- **Received in ePort:** 11/9/2011 10:51:24 AM
 Airtime Dollars: \$40,850.00
Primary Demo: **Interactive Dollars:** \$0.00
Demo 2: **Non-Airtime Dollars:** \$0.00
Demo 3: **Total Dollars:** \$40,850.00
GRP: 0.00 **Total Spots:** 41
 AE: Barbara Monares
Phone: **Status:** New
CPP: \$0.00 **MarketShare:**
Comments: Separation: 30

Daily Airtime Lines

Line	Daypart	DPT							Totals for Entire Flight								
		No	(Program)	Code	Rate	C/T	Len	11/10	11/11	11/12	11/13	11/14	11/15	11/16	Spots	Rtg	CPP
1	ThFMTuW 5A-6A		GOOD-WSH 5.00A<	RT	\$350.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
2	ThFMTuW 6A-7A		LPMay/2011LP adj. LPNov/2010LP (pav) GOOD-WASH 600A<	EM	\$700.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
3	ThFMTuW 7A-9A		LPMay/2011LP adj. LPNov/2010LP (pav) GD MRN AMR- ABC<	EM	\$800.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
4	ThFMTuW 12P- 12:30P		LPMay/2011LP adj. LPNov/2010LP (pav) ABC7 NWS AT 12	DT	\$700.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
5	ThFMTuW 5P-6P		LPMay/2011LP adj. LPNov/2010LP (pav) ABC7 NWS AT 5	EN	\$1,500.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
6	ThFMTuW 6P- 6:30P		LPMay/2011LP adj. LPNov/2010LP (pav) ABC7 NWS AT 6	EN	\$1,700.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00

New Order (Page 2)

Agency:	Crossroads Media LLC	Station:	WJLA-TV	Order ID:	1908209
Client:	12 - CrossroadsGPS	Product:	11 - Crossroads GPS	Estimate:	226 - Crossroads GPS VA TV 11.10-11.16.11
Flight Start:	11/10/2011	Flight End:	11/16/2011	Received in ePort:	11/9/2011 10:51:24 AM

Line	Daypart	DPT							Totals for Entire Flight									
		No	(Program)	Code	Rate	C/T	Len	11/10	11/11	11/12	11/13	11/14	11/15	11/16				
LPMay/2011LP adj.	LPNov/2010LP (pav)																	
7	ThFMTuW 6:27P- 6:30P ABC7 NWS AT 6	EN	\$2,000.00	C	30		0	1	0	0	1	0	1			3	0	\$0.00
LPMay/2011LP adj.	LPNov/2010LP (pav)																	
8	ThFMTuW 11P- 11:35P ABC7 NWS AT 11<	LN	\$2,000.00	C	30		0	1	0	0	0	1	0			2	0	\$0.00
LPMay/2011LP adj.	LPNov/2010LP (pav)																	
9	ThFMTuW 4:30A- 5A GOOD-WASH 430A<	RT	\$200.00	C	30		1	1	0	0	1	1	1			5	0	\$0.00
LPMay/2011LP adj.	LPNov/2010LP (pav)																	
10	Sa 7:30P-8P JEOPARDY-WKND	PA	\$1,100.00	C	30		0	0	1	0	0	0	0			1	0	\$0.00
LPMay/2011LP adj.	LPNov/2010LP (pav)																	
Total Spots:															41			
Total GRP/GIMP(000):																0.0		
Cash\$ - Spots: \$40,850.00 - 41																		
Trade\$ - Spots: \$0.00 - 0																		
Total Cost: \$40,850.00																		
Total CPP/CMP: \$0.00																		

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
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<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11/9/11

Date



Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.